SIGNS

It is the intent of the signs section of the *Design Review Guidelines* to ensure that new signs enhance the visual image of the property, complement the existing conditions along the street, and are compatible with the goals for commercial signage inherent in the Signs article of the Zoning Ordinance.

The City Sign Ordinance determines the size, number, location and type of signage allowed in given sign districts and throughout the City. Designs for new signs or modifications to existing signs in the **Architectural Preservation District** and the **Corridor Protection Districts** must receive the approval of the Architectural Review Board before sign permits are issued.

In the **Architectural Preservation District,** it is the intent of the Guidelines to ensure that all signs maintain and enhance the aesthetic environment of the Colonial Williamsburg Historic Area and surrounding neighborhoods and commercial areas. Signs should respect the architectural features of the related building and positively contribute to the visual appearance of the streetscape. In the **Corridor Protection Districts** signs should be incorporated into the site plan design and should positively contribute to the improvement of the aesthetic character of the streetscape.

DESIGN OF SIGNS

The design of signs should be compatible with the architectural character of the related building and its site. Materials, colors, and lettering on all signage for the identified business should be uniform throughout the site and should be compatible with the related building.
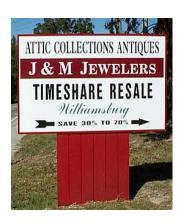
Sign Design Guidelines:

- The graphic design should be simple in approach and reflect the business's logo, merchandise or service.

- Signs should not appear busy, cluttered or crowded.

- No more than two type faces are recommended per sign.

- Materials and design should be compatible with the design of the building.

- Plastic is not permitted in the Downtown Sign District.

- Exposed neon is tubing not permitted (unless specifically allowed by the Zoning Ordinance).

- Sign bases should be part of the overall sign design and should complement the sign face.

- For longer messages, the use of uppercase and lowercase lettering is recommended since it is easier to read than all uppercase.

- For building mounted signs, lettering should typically be in the range of nine to 14 inches high to ensure legibility. Larger sizes may be appropriate when building setbacks exceed 100 feet.

- For monument and free-standing signs, lettering height should be between eight and 12 inches.

- Pole covers and structural elements should be small in scale and appropriate to the size, height and location. The width of a pole cover should not exceed 50% the height of the sign face.

- Where more than one business or occupant shares a building, it is recommended that a master sign plan for the building be submitted by the property owner.

- Building-mounted signs should be designed to enhance the facade by blending with the architectural features of the building and not merely applied to the surface.

- Signs should not cover or obscure decorative architectural details or overwhelm the facade of the building.

- Sign bands should be of a consistent height and size along the building facade and throughout the block if possible and where appropriate.

COLOR OF SIGNS

The color of signs plays an important part in the overall appearance of the corridor and should be uniform throughout the site. Colors must be from the approved color palette for signs which will enhance the overall streetscape in the City. Color of architectural details may suggest signage colors.
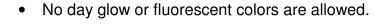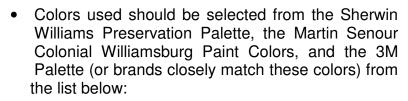
Sign Color Guidelines:
- Signs with dark backgrounds and lighter color lettering are required as they are more legible and produce less glare when internally illuminated.

- More than three colors will generally not be permitted; however, signs with an exceptional design may be approved with additional colors on a case-by-case basis.

- A dull or matte finish is recommended to reduce the glare and enhance legibility.

- Sign supports shall be made of dark, neutral or subdued colors to de-emphasize them.
- Color schemes should relate to or match the colors of the building on the site.

- No day glow or fluorescent colors are allowed.

- Colors used should be selected from the Sherwin Williams Preservation Palette, the Martin Senour Colonial Williamsburg Paint Colors, and the 3M Palette (or brands closely match these colors) from the list below:

Background Colors

Martin Senour Paints -- Williamsburg Paint Colors

Purdie House Gray, W64-1169
George Davenport House Green, W85-1071
Palace Supper Room Brown, W76-0205
Market Square Tavern Dark Green, W85-0620
Palmer House Brown, W76-942
Burdett's Ordinary Black Green, W85-0625
Campbell's Tavern Charcoal Brown, W75-931
Ludwell Tenement Sage, W82-1079
Benjamin Powell House Red, W76-935
Governor's Palace Tan, W82-1072
James Southall Blue, W72-1173
Holt's Storehouse Gray, W83-1074
Brush-Everard Blue, W74-1158
King's Arms Tavern Gray, W83-1076
Brafferton Blue, W74-1155
Purdie House Gray Slate, W83-1090
George Pitt House Green, W84-1088
Bracken's Tenement Blue Slate, W83-1065
Benjamin Powell House Green, W85-1089
Palace Arms Red, W1083
Palmer House Green, W84-1084
Palmer House Kitchen Brown, W85-1085
James Geddy Green, W84-1075
Livingston Kitchen Green, W84-1077

Sherwin Williams – Preservation Palette

Rookwood Dark Red, SW 2801
Roycroft Copper Red, SW 2839
Rookwood Red, SW 2802
Roycroft Brass, SW 2843
Rookwood Medium Brown, SW 2807
Roycroft Bronze Green, SW 2846
Rookwood Dark Brown, SW 2808
Roycroft Bottle Green, SW 2847
Rookwood Shutter Green, SW 2809
Roycroft Pewter, SW 2848
Rookwood Sash Green, SW 2810
Rookwood Dark Green, SW 2816
Aurora Brown, SW 2837
Polished Mahogany, SW 2838

3M Image Graphics – Films for Opaque Applications

Dark Grey, 3650-41
Harvest Gold, 7725-105
Black, 3650-12
Dark Green, 3650-56
Matte Black, 3650-22
Bottle Green, 7725-276
Deep Mahogany Brown, 3650-19
Forest Green, 7725-66
Russett Brown, 3650-29
Bermuda Blue, 7725-357
Putty, 7725-59
Shadow Blue, 7725-177
Deep Red, 3650-23
Light Navy, 7725-197
Burgundy, 3650-58
Indigo, 3650-27

Lettering Colors

Martin Senour Paints – Williamsburg Paint Colors - Interior Paint Colors

Palace Chambers Yellow, W61-0406 Flat, W61-408 Flat, W71-406 Satin, W71-408 Satin
Raleigh Tavern Tan, W61-1054 Flat, W71-1054 Satin
Palace Supper Room Brown, W76-0205 Satin Latex
Campbell's Tavern Charcoal Brown, W75-931 Satin Latex
Palace Ballroom Ceiling White, W61-0410 Flat, W71-410 Satin
Palace Dining Room Pearl Blue, W61-0710 Flat, W71-0710 Satin
Brush-Everard Blue, W64-1158 Flat, W74-1158 Satin
Purdie House Gray, W64-1169 Flat, W74-1169 Satin
Palmer House Brown, W76-942 Satin Latex
Williamsburg Simulated Whitewash, W970 Alkyd Flat (Package Color)
Benjamin Powell House Red, W76-935 Satin Latex
James Southall Blue, W62-1173 Flat, W72-1173 Satin
Brafferton Blue, W64-1155 Flat, W74-1155 Satin

Martin Senour Paints - Williamsburg Paint Colors - Exterior Paint Colors

Outside White (Package Color)
George Pitt House Green, W84-1088
Palmer House Green, W84-1084
James Geddy Green, W84-1075
Livingston Kitchen Green, W84-1077
George Davenport House Green, W85-1071
Market Square Tavern Dark Green, W85-0620
Burdett's Ordinary Black Green, W85-0625
Ludwell Tenement Sage - W82-1079
Governor's Palace Tan, W82-1072
Holt's Storehouse Gray - W83-1074
King's Arms Tavern Gray - W83-1076
Purdie House Gray Slate - W83-1090
Bracken Tenement Biscuit - W81-1064
Gold Leaf

Sherwin Williams – Preservation Palette

Colonial Revival Tan, SW 2828
Classical White, SW 2829
Colonial Revival Yellow, SW 2830
Colonial Revival Gray, SW 2832
Roycroft Vellum, SW 2833

3M Image Graphics – Films for Opaque Applications

Translucent Frost, 160-60
White, 3650-10
White, 7725-10
Matte White, 7725-20
Eggshell, 7725-130
Antique White, 7725-90
Pearl Grey, 7725-11
Fawn, 7725-99
Beige, 3650-49
Vista Yellow, 7725-85

ILLUMINATION OF SIGNS

Signs should be spot lighted or back lighted with a diffuse light source. Spot lighting should be shielded so it does not spill over onto adjacent properties or into motorists' eyes. Backlighting should illuminate the letters, characters or graphics on the sign but not the sign's background. Internally illuminated signs are not permitted in the Architectural Preservation District. The Architectural Review Board will review lighting design on externally illuminated signage to ensure that lighting is appropriate for the site. A lighting plan shall be submitted with the sign application.

Illumination Design Guidelines:

- Where permitted under the provisions of the sign ordinance, internal illumination is only allowed for signs with dark opaque backgrounds. Opaque backgrounds are required so that light shines through the lettering only. This will reduce the "glaring" white box" effect that often results when transparent light-colored plastic is used for sign backgrounds.

- Silhouette (also known as "halo") lighting is recommended to create a back-lighted effect for the lettering.

- The specific fixture(s) used for externally illumination must be submitted as part of the sign application for review by the Board. Any use of plant material must be indicated on the site plan as part of the submission package.